Communicating with Low Literacy Audiences

❧ Books

Doak, C., Doak, L.G., Root, J.H. Teaching *Patients with Low Literacy Skills*. Philadelphia, PA: J. B. Lippincott Company, 1996. 212 pp.

National Cancer Institute. Clear *& Simple: Developing Effective Print Materials for Low-Literate Readers*. NIH Publication No. 95-3594. 1994. 61 pp.
Full text: http://cancer.gov/cancerinformation/clearandsimple

Nitzke, S., Shaw, A., Pingree, S., et al. *Writing for Reading: A Guide for Developing Print Materials in Nutrition for Low Literacy Adults*. University of Wisconsin Extension.
Full text: http://www.extension.iastate.edu/efnep/b3545.pdf

Osborne, H. *Overcoming Communication Barriers in Patient Education*. Gaithersburg, MD: Aspen Publishers, Inc., 2001. 65 pp.

Shield, J., Mullen, M.C. *Developing Health Education Materials for Special Audiences: Low Literate Adults*. Chicago, IL: American Dietetic Association. Audiocassette, workbook, and pamphlet. 1992.

❧ Articles

Fry, E. "Readability Formula that Saves Time." *Journal of Reading*, 11(7): 512-516, 575-578. 1986.

McLaughlin, H.G. "Smog Grading: A New Readability Formula." *Journal of Reading*, 12(8): 639-646. 1969.

❧ Internet Resources

The Food Stamp Nutrition Connection Health Literacy Links
Web site: http://www.nal.usda.gov/fnic/foodstamp/Topics/health_literacy.html
Description: Provides statistics, reports, and general information regarding health literacy.

Fry Graph (blank and without instructions)
Web site: http://www.csudh.edu/soe/dcc/frygraph.htm
Description: The Fry Graph allows one to check the readability of a piece of writing by plotting the average number of syllables and average number of sentences per 100 words.

❧ Internet Resources Continued

Health Care Provider/Health Educator Resources
Web site: http://www.worlded.org/us/health/lincs/provider.htm
Description: A list of Web sites geared for professionals who want to learn about or address the issue of health literacy.

National Institute for Literacy
Web site: http://www.nifl.gov
Description: The National Institute for Literacy encourages the development and provision of high quality adult education and literacy services.

Readability and Reading Tests
University of Virginia Health Systems
Web site: http://www.healthsystem.virginia.edu/internet/health-education/read.cfm
Description: This site provides methods used to measure the readability of a document.

The Smog Readability Formula
Web site: http://www.med.utah.edu/pated/authors/readability.html
Description: The Smog Readability Formula is a method one can use to determine the reading level of written materials.

Substitute Word List
Web site: http://www.med.utah.edu/pated/authors/substitute2.html
Description: This site presents a list of words that are commonly found in health care literature, and provides a substitute for the technical word which will lower the readability level of material.

WIC Works Learning Center's Nutrition Education, Counseling, Materials and Evaluation
Web site:
http://www.nal.usda.gov/wicworks/Learning_Center/Education_Counseling_develop.html
Description: This site provides guidelines for developing education materials.